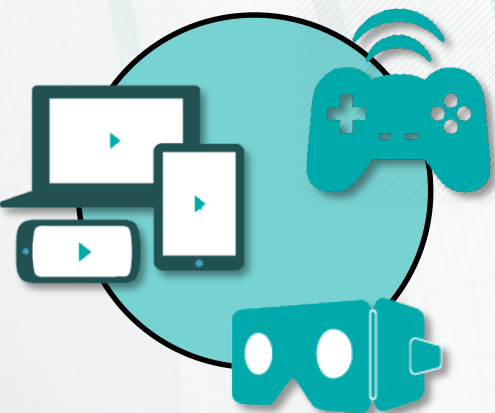


# 3

# AUTODESK® 3DS MAX® Solution Snapshot



## Our Competitive Advantage

Autodesk 3ds Max software is a key tool for artists in animation, design visualization, and game industry looking for out-of-the-box productivity. It is a powerful, full-featured 3D modeling, animation, rendering, and visual effects package— that allows you to create massive worlds in games and stunning scenes for design visualization.

**Key talking point:** *Out of the box productivity*

## Elevator Pitch

*Create massive worlds and stunning scenes more quickly and efficiently with some of the most robust animation and rendering tools in the industry.*

## In a Few Words...

3d Modeling, Animation and Rendering Software

## What does it do?

3ds Max software provides a comprehensive 3D modeling, animation, rendering, and compositing solution for games, film, and motion graphics artists. 3ds Max has tools for crowd generation, particle animation, architectural material, realistic rendering and scripting. There are extensive online resources that will teach beginners and help professionals with the software. 3ds Max plugin functionality increases its features by a wide margin. Autodesk Creative Market offers thousands of 3D resources created specifically for use inside of 3ds Max.

## Operating System

- Windows

## Who uses it?

Small, medium and enterprise businesses in the entertainment and in the visualization business.

Industries include:

- Animation
- Game
- Motion Graphic
- Design Visualization

Personas:

- Artists
- Modelers
- Art Director
- Technical Director
- Producer
- Visualization Specialists

## What are the key benefits and business values?

**EASY, POWERFUL MODELING** – Model any person, place, or thing. With tools to help shape and define, 3ds Max is modeling software for artists looking to create a range of environments and detailed characters.

**STUNNING RENDERING** – Works with major renderers. 3ds Max works with most major renderers, such as V-Ray, Iray, and mental ray, to create high-end scenes and striking visuals for design visualization and more.

**TOP-TIER ANIMATION SOFTWARE** – Bring realistic scenes to life. 3ds Max is used by top-tier animation and design firms to create imaginative characters and realistic scenes in games and architecture.

**FLEXIBLE INTEROPERABILITY** – Fits into your workflow. 3ds Max works with Autodesk Revit, Inventor, Fusion 360, and Stingray, as well as SketchUp, Unity, Unreal, and more.

**GETTING STARTED IS EASY** – Launch and let your creativity run wild. Choose your type of project, import content, and get to work shaping, texturing, and animating.

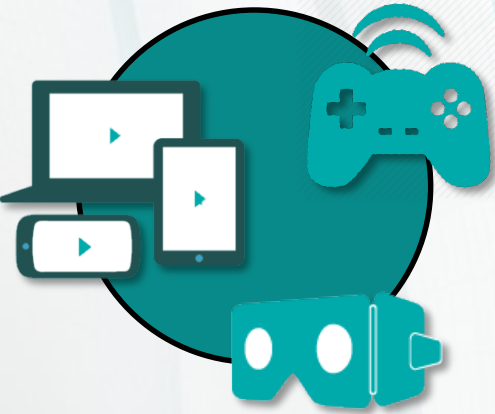
**SEE YOUR CONTENT AND SCENES LIVE IN A REAL-TIME ENVIRONMENT** Stingray is a real-time game engine that live links to 3ds Max for one-click content updating, saving you time to do more of what you love.

**GRAB CHARACTERS, CARS, AND ENTIRE SCENES** Get your scene started fast with **Creative Market**, a community-driven marketplace built into 3ds Max for Max-ready drop-and-go files.

**LEVERAGE THE CLOUD FOR RENDERING JOBS** With A360 Rendering, you can directly manage cloud rendering of any size from within 3ds Max, allowing you to store large files and access your projects across devices with ease.

# 3

# AUTODESK® 3DS MAX® Solution Snapshot



## In a Few Words...

3d Modeling, Animation and Rendering Software

## Where can I find more information and sales tools?

### Autodesk Overview

[http://www.autodesk.com/products/3ds-max/overview-dts?s\\_tnt=69291:1:0](http://www.autodesk.com/products/3ds-max/overview-dts?s_tnt=69291:1:0)

### How to?

<https://area.autodesk.com/channels/3dsmaxhowtos>

## What is the Impact of...

- What is the impact of the cost of producing a title game going up?
- Are you finding it difficult to recruit staff or contractors for outsourcing?
- Have you looked at our recent version of 3ds Max?
- Are you frustrated by how much time is dedicated supporting the technology rather than what goes into the game or an animation?
- What is the impact of the number of applications you need to support in production?
- Are your artists using a combination of tools to get a single modeling task done?
- What do you spend the most time doing?
- Are you finding it takes a long time to produce a high-quality realistic look?
- Do have to refuse work because of a lack of capability?

## STILL USING AN OLDER VERSION?

You're missing out: 3ds Max has never been easier to use, more flexible, or fit better into you pipeline. Get current and discover its new UI, vastly expanded capabilities and user-requested features, and improved interoperability, stability, and performance.

**2017 version Compared to Older version of 3ds Max (up to 2014)**

<http://www.autodesk.com/products/3ds-max/compare>